

## Message Text

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PAGE 01 JIDDA 06396 172152Z

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 USIA-15 /033 W

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R 170945Z SEP 75

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 2440

USDOC WASHDC

INFO AMEMBASSY BEIRUT

UNCLAS JIDDA 6396

BEIRUT FOR RTDO

E.O. 11652: N/A

TAGS: BEXP, SA

SUBJECT: PROPOSED U.S. EXHIBIT JIDDA-INFORMATION AND POSSIBLE  
DATE CHANGE

1. COMMATT DISCUSSED WITH BRITISH COMMATT PROBLEMS AND  
PROCEDURES CONNECTED THEIR EXHIBIT HELD IN 1974. THE  
FOLLOWING INFOR SHOULD BE OF USE IN PLANNING THE U.S.  
EXHIBIT.

2. THE BRITISH SPENT TWO AND ONE-HALF YEARS PREPARING  
FOR THEIR EXHIBIT AND ONLY RECEIVED OFFICIAL PERMISSION  
TO HOLD THE AFFAIR TWO MONTHS BEFORE IT TOOK PLACE.  
APPARENTLY THEY GAMBLERED ON GETTING WRITTEN PERMISSION  
AFTER VERBAL ASSURANCES.

3. SHIPMENT OF GOODS FROM THE UK TOOK FOUR AND ONE-HALF  
MONTHS DUE TO THE NEED TO CIRCUMNAVIGATE AFRICA BECAUSE  
THE SUEZ CANAL WAS CLOSED, THE BRITISH COMMERCIAL  
ATTACHE' AFFIRMED OUR BELIEF THAT AT THE PRESENT TIME  
SHIPMENTS WOULD TAKE AS LONG IF NOT LONGER TO GET HERE  
AND CLEAR THROUGH THE PORT OF JIDDA WHERE OVER 100 SHIPS  
ARE WAITING TO UNLOAD. SAUDI PORT OFFICIALS REFUSE ALL  
ENTREATIES FOR OFFLOADING OUT OF TURN. CURRENT ESTI-  
MATES OF TURN-AROUND TIME IS 73 DAYS. IT IS CLEAR  
THAT SHIPMENTS SHOULD START AT LEAST FOUR AND ONE-HALF  
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TO FIVE MONTHS PRIOR TO EXHIBIT DATES.

4. SHIPMENTS FOR THE EXHIBIT TO ALLOW DUTY FREE ENTRY MUST BE COVERED BY A CUSTOMS BOND OF 25 PERCENT OF THE AD VALOREM DUTY. AVERAGE DUTY ON BUILDING MATERIAL AND CONSTRUCTION EQUIPMENT IS 3 PERCENT AD VALOREM.

5. THE BRITISH AS WELL AS THE GERMANS, DANES, FRENCH AND OTHERS USED THE JIDDA FIRM OF AL ATTAS WHICH PROVED TO BE MOST CAPABLE IN HANDLING EVENTS OF THIS KIND. THE ITALIANS USED SOME OTHER FIRM AND ENDED UP WITH TWO-THIRDS OF THEIR DISPLAY STILL IN CUSTOMS DURING THEIR EXHIBIT. HENCE, WE RECOMMEND AL ATTAS FIRM WITHOUT RESERVATION AND REQUEST PERMISSION TO BEGIN DISCUSSIONS.

6. BRITISH HELD EXHIBIT IN LARGE HOTEL USING MUCH OUTDOOR SPACE. ALL, RPT ALL, EXHIBIT ITEMS WERE SOLD. COMMATT STATED THAT THE MAIN POINT WAS NOT THE EXHIBIT ITSELF BUT MERELY GETTING THE PRODUCTS HERE.

7. THE EXHIBIT WAS AN EXCELLENT WAY TO GET INTO THE MARKET. NORMALLY A FIRM USUALLY MUST WAIT 18 MONTHS TO TWO YEARS BEFORE IT GETS A SALE AFTER VISIT OF A REPRESENTATIVE. SEEING, FEELING, TOUCHING AND WATCHING A PRODUCT OPERATE IS IMPORTANT IN THIS MARKET.  
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